

Fear Of Social Isolation And Lack Of Self-Confidence On Social Platforms (Facebook) In Frame Of Spiral Of Silence

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Abstract:

Social animal can be defined as form corporations which expands on the far side of human being. Such composition appeared clasping hands with evident, psychological, endocrinal, anatomical, and familial technique to shore up them since the ensuing social learning and reactions prepare them to move on in social environment, replicate, and brought up for their young abundantly extended that they also replicated. Social isolation constitutes an eye which scrutinize these attitudinal, cognitive, endocrinal, biological as well as familial technique. Affirmation from man and animal researches show that isolation boosts up the fears of social pressures and inspires to get in contact with a new social circle. The impacts of discern isolation in human being allocated more commonly effected by exploratory administration of loneliness in nonhumans; reduced puffiness dominance, dispensation, fine feather of sleep, and guise of genetic reactions. This study show that people don't necessarily express their feelings, their choices, or don't use comments to express themselves.

Their lack of confidence shielded them from shells, keeping their mouths shut. The cycle of silence can also affect someone out of fear of losing someone or leaving a particular job.

Key Words: social isolation, self-confidence, spiral of silence.

Literature Review

Above 40 % of the people in the European Union are the victims of loneliness is major issue of aged population, and 44 among elder people more than 65 of the European population and hold over loneliness, taking it as the major issue of post adults agers(Walker, 1993). Particularly among aged and seniors citizens loneliness is variously stated as global experience of post aged almost in every corner of the world among almost every culture. Here the question arises about the truth of these facts and figures, if this statement is righteous? For this special case, various studies have been conducted generalized for various regions and territories. Variation exists among different people for experiencing and observing at different age years as they have different stimulator to get into self-dungeon. Some of them end it soon while others take it lengthy.

Über die Einsamkeit (Zimmermann, 1785– 1786) is considered as one of the primitive study about loneliness. A focus on the term 'Loneliness' initiated during 1950 to 1960, after the issuance of a detailed research by Fromm Reichman (1959). Loneliness was defined as annoying affair or incident which is experienced by the shortcoming of one's social network or due to deficiency of people availability which may qualitative or quantitative, (Perlman and Peplau,1981 p.31). An interpretation that's the core to the assessment for the procedure of loneliness is as, loneliness is the set of circumstances in which available people or company are much lesser than needs and desires as well as circumstances where the togetherness has not been focused that one's wishes to have (de Jong Gierveld, 1987, p. 120). In the frame of

above definitions loneliness is the feel of some negative experience of missing particular people that one feels bonded with and can be experienced by all age groups. Inconsistency of loneliness is relationship bonding and implantation among society. Societal isolation, stands for the unavailability of public relations on the time of need having a poor rate of PR. The main question that arises in this context is, to what extent and by which factors victim of loneliness get alone? The continuance of intentional societal isolation takes that to a peak level and social participation on the other hand. Whether loneliness is a one's personal assessment about the concept of loneliness, its standards have linkages to the characteristics of the objective social situation. The term 'Loneliness' is one of the expected assessment of circumstance consisting of a minor number of relationships or bonding with people. On the other hand, societal isolation doesn't stand for loneliness necessarily, and lonely individuals are not necessarily isolated from society. Keeping on the frame of individual choices and societal circumstances, a number of people having little strength of social contacts feel themselves lonely, while on the other end with small contact list of societal friends many of the individuals feel good and well embedded in their social circle. Second category may belong to the people who opt to keep themselves under cover preferring their privacy avoiding unwanted and useless bonds with unknown people

Social Status (Marital and Partner Status):

In every society marital status and partner status are among the vital amalgamating piles. People having relationships of marriage or committed to their beloved ones as unmarried or engaged feel more pleasant with their life lines on average, than individuals having no any bonded commitment, and feel better covered from negative vibes of loneliness and desperation (Wenger, Davies, Shahtahmasebi, & Scott, 1996). Individuals who continue their life's journey as a single after the death of soul mates or split of their marriages are particularly at a danger edge due to the absence of vital social connector which determines the length and width of social circle,

(Pinquart & Sörenson, 2001; Dykstra & de Jong Gierveld, 2004; Dykstra, 1995). The more probability which aged ladies will be facing with accompany one person dealing with households enhances the risk of being victimized by loneliness, in spite of this female are considered to be more favored in developing interpersonal relations and bonds. Second marital relationship or initiating different kind of love bonds may accelerate the joying experience for the former marital individuals making the circumstances favorable to them to some extent. Studies done by Dykstra and de Jong Gierveld (2004) states that the history of soul mates impacts loneliness, along with the impacts of partner's current status.

Kinships (Sibling bonding)

At the time of need children are considered as primitive and vital individuals to get forward for helping their aged parents at the time of crisis like poverty, widowhood, and physical disability and weakness (Eggebeen & Adam, 1998; Cicirelli, 2000). The value of communication among family tree and keeping it continue along with different stages of life of youngsters as well as elders, and this practice may reduce the risk of intense loneliness (Hagestad, 1998).

Non-kin Relationships (Friends, colleagues, fellows)

Friends, colleagues and fellows type non-kin relationships play a vital in developing and pursuing a heterogeneous societal webbing. The interchange of ideas, thoughts and interests among fellows, friends, teammates, and kinships may make the people feel of relationships (Wagner, Schütze, & Lang, 1999; Connidis & Davies, 1990). People as coworkers in work place, religious organization get lock to develop social structures providing benefits to get embedded together to form a social ring. In addition to that, it provides sources of new friend's zones as well as learning opportunities to grab jobs.

At most loneliness and social isolation are considered parallel and analogous to age factor (Halmos 1952; Sheldon 1948). In spite of the fact, this never been made clear in the compositions, social isolation stands to the ones personal mental circumstances to feel and have short

number of people in direct contact, while loneliness meant the personalized situation of one's bleak vibes and tenderness linked with discern social distancing, a smaller number of social junctions than that yearn for or the lack of company of particular wished partner. Inside the frame of age factor, increase in age number also increases fear of social isolation (Christ and Muller 1991; Bennett 1980; Mullins et al. 1988). Lack of social distancing and loneliness is considered vital sign for happy and satisfied entity (Sinclair et al. 1990). Within frame of societal reforms and assistance for aged population the naked truth that bio rejoinder to anxiety can pull up physical vulnerable to sickness and intellectual disorders (Lin and Dean 1977) stipulates such enhancement of these difficult states may enhance physical fitness along with living standards. Significance of societal distance in terms of societal approach is clearly demonstrated in the underscoring support networks along with clubby integration (Griffiths Report, 1988; Government White Paper DoH 1989), with correlated orientations (DoH 1990a and b). Along with its tie in with organized enrollment (Ross and Kedward 1976; Rodstein et al. 1976) and below standard resilience (Hyman 1972). Friendliness has been depicted as principal challenge community-linked to aging (Wilkes 1978). Loneliness was pointed out as a familiar knot with referral to societal privileges (Sinclair et al. 1990; Hazan 1980; Grant 1981; Jerrome 1991; Stevenage Development Corporation 1973). It was significantly correlated within engagement protection providers in the facility (Sinclair et al. 1990; Townsend 1965; Wenger 1984a).

Reducing social distancing and friendlessness is seen by most members of the charity groups that run senior clubs and other similar statutory childcare providers as a primary goal (Jerrome 1991). Alterations in ranking insulation as well as lonesome have well utilized as aftereffect computing the assessment of different interferences (Challis 1982).

Noelle-Neumann indeed multinational savant, has forewarned us in her documents on theory of spiral of silence that "theory should be generalizable on large scale having public choices and opinion." (Noelle-Neumann,

1993, p.205). Even so, as Moy and Scheufele (2000) have observed, the lack of cross-cultural draw a comparison in research backbreaking the spiral theory of silence has created an impasse in our understanding. Although there have been exploration in various states and continents, encompassing the United States by Oshagan in 1996, Canada by Glynn & Park in 1997, Germany by Noelle-Neumann in 1974, Singapore by Lee, Detenberg, Willnat, Aday and Graf in 2004, Philippines by Gonzales in 1988, China or Hong Kong by Willnat in 1996, Slovenia by Petric & Pinter in 2002, Hungary by Bodor in 2011, Israel by Shamir in 1997 and Taiwan by Huang in 2005. Considering example, significant differences in techniques, contexts as well as results are ubiquitous throughout this document. As a result, public opinion scholars still do not know whether the silent vortex is an all-embracing phenomenon or if this activity is limited to definite civilizations and contexture. Basically, it has two reasons the first one is incompatibility concepts and dearth of quality computing hinder intercultural comparison (Lee et al., 2004). The second one is, even when looking at the similar eye questions or measuring concepts like perceived school of thought bias or readiness to speak up, context-specific features make comparing results between countries becomes difficult.

Intercultural impacts in the frame of spiral of silence:

A meta-analysis posted in 1997 confirmed the main prediction of the silent spiral theory regarding the collision of climate perception on public conviction (Shanahan Glynn, and Hayes, 1997). However, this systematic review did not carry any cultural chair. More willingly, it simply acknowledge the interrogation of whether generally it has corroboration between a sensed support of one's judgment and an amenable to publicly show off such choices, disregard any discrepancies that may breathe between the results of studies operated in distant countries or continents. Scheufele and Moy (2000) notorious more than a decade- long ago, and might be right or wrong, that the interrogation of even if this theory has transcultural validity "still remains largely unanswered" (p.17) and they make a compelling

demonstration to examine the silence of people living across borders.

Fear of Social Isolation (FSI)

FSI is one of the key players in the theory of the spiral of silence. FSI has been defined as “the fear which can develop over time, of being rejected by those around us” (Noelle-Neumann, Petersen 2004, p. 349). FSI refers to the ardent anxiety of fight a defeating battle societal contact to people, which means that people may let us live alone in isolation. Fear of social isolation establishes helical motion and acts as “the driving force behind the entire operation” (Lin & Pfau, 2007, p. 156). “So as to escape isolation, individuals are continually observing the surroundings intimately”, along with that they look forward to get aware of beliefs” (Noëlle-Neumann, 1977, p. 144). And what knee jerk reactions, because Noelle-Neumann makes it clear that “majority of the public are alarmed of isolating themselves” (Noelle-Neumann, 1977, p. 144) & such argument is irrelevant. Situational (like splinter group) perspectives, fear of social isolation could be well understood as the common attraction or magnetism of individuals (Lin & Pfau, 2007; Willnat, Lee & others). Detenberg, 2002 in spite of the fact that very short strength of individuals are completely apathetic about declining, some of the individuals are more afraid of social boycott or being rejected. Fear is one of the basic response of human emotions, but like any emotional feel, a difference exist in every individual. This opinion is consistent with concerned study in societal and psychology on the individual's desire to be bonded within an elemental human attributes (Baumeister & Leary, 1995). Neumann is also expose to this proposition, quoting an in manuscript assertion (Noelle-Neumann, 1993) that measures solo discrepancy in perplexity as an indicator about fear of social isolation. Consistent with foregoing research (Lin & Pfau, 2007; Petricˇ & Pinter, 2002; Hayes, Matthes, & Eveland, 2011), fear of social isolation is taken as a natural state of men’s psychology, but difference exists. Significant difference between people. . . Not everyone fears social isolation so much.

People with high insecurity of socialization, will probably be the ones facilitating the production of the silent cycle. In other words, people with a high fear of social isolation are more likely to sense one's opinions in the face of a hostile opinion climate than those with a low FSI. There has been supportive for this hypothesis in this subsist written works (Petric[˘] & Pinter, 2002; Willnat et al., 2002), while rest of them have proclaimed that TFR should have been interacted with the perception of school of thought atmosphere to explain the expression of opinion.

Willingness to self-censor or WTSC:

Fear of social isolation can clarify why individuals bend to block expressing their views in public when they perceive those opinions to be in the adolescence. However, we get awareness from psychology of social sciences (e.g. Bond & Smith, 1996), few people consistently express their thoughts, regardless of prevailing opinion trends. Noelle-Neumann (1974) states, some "rigid" individuals choose to express themselves regardless of choices of likelihood bias. Contemporary studies on public choices, practices and connections has applied solo variance to explain this difficult circumstances. WTSC is defined as "an individual's natural reluctance to express an opinion towards listeners that is possibly opponents in thoughts" (Hayes et al. 2005a p. 319). They hypothesized that self-silence varies from simply discriminating opinions and beliefs, since it needs a nimble deliberation of beliefs bias (Hayes et al., 2005a). They produced the scale to measure WTSC and elaborated its trustworthiness and defensibility in various researches. In addition, in the empirical test of the silent spiral, the conceptual argumentation synopsis, exploit the atmosphere of beliefs to be antagonistic or amiable towards the participants' opinions, came to know that hope for the proclamation of opinion was at the peak of scale to occur in cordial state (Hayes et al. 2005b). Better than being antagonistic, even so additionally salient, manipulating the weather has a greater impact. Within people having greater score of willingness to self-sensor, abating character of propensity to self-censorship in relationship between beliefs building patterns and self-control has been revealed in the context of authentic

instead of conjectural deliberation (Hayes et al., 2010). According to this research, opinion building only affected the practices of beliefs in biased self-control (people who scored comparatively high measurements). Filak et al. (2009) found, high school journalism advisors who scored well in the WTSC were more likely to report that they felt less comfortable for publication of disputed articles in their school newspaper than those who scored well in the WTSC. Advisors have low scores in WTSC. Eventually, Huges, Hayes, and Scheufele,(2006) came to conclusion that people having strong rate of tendency towards WTSCs, mostly avoid publicizing their beliefs specially about political choices and likely to be seen denounce. Together, conclusions suggest that individuals vary in their willingness to self-control, and these differences are weighted by using the willingness to self-control scale, and that such variances have impacts on the selection of expressions.

Association betwixt Fear of Social Isolation and Willingness to Self-Censor:

So everyone is different with respect to fear of social isolation and willingness to self-censor. This has previously entrenched that individuals with higher-personality FSI are expected more to pay attention to environmental prompts related to opinion bias (Hayes et al., 2011). This is the search for knowledge that the ISP gears up and creates the vortex of rise and fall. Individuals have different WTSCs in different situations, and that difference is measurable. Combining these two streams of research with the original suggestion of the silent spiral theory, we speculated that individuals with greater levels of fear of social isolation tends towards self-censor more easily. Another way to describe this, if this companionship stands with the theory of silent spirals in a culture-distinction study or situation (Willnat et al., 2002; Glynn & Park, 1997), it will also perform the same in other fields, (Wisconsin - Madison, General Library System, November 7, 2012 <http://ijpor.oxfordjournals.org>). Accordingly, the direct correlation among such individual differential wavering give us with an assessment of a fundamental features of the supposition. Looking into this interrelation in various

states, therefore, would strengthen the inter-cultural materiality of one of the speculation's underlying premises. Obviously, such master plan cannot be choice for studies of silent spirals in one country - and it's by no ways providing a complete check for hypothesis as a whole. But this may be beneficiary for cross-cultural testing.

Spiral Of silence:

The silent spiral theory depict the bleak impact that majority of the people belief may have peoples discussion under definite set of conditions. The main presupposition is that humans, as societal animal, fear isolation. Such fear of loneliness produces individuals look deep into their society to know about hot trends of opinion, beliefs and likelihood (Noelle-Neumann, 1974, 1993). Fundamentally, this thesis forecast the individuals which consider their own choices, likes and opinions unrecognized or lose peoples vote will not voice their opinions and will not show off. Alternatively, those who think that their likes or choices are parallel to public choice or take a stand will express their opinions more (Noelle-Neumann, 1974). However, public choice to show off is deducted by their insights as well as future direction. Aptness of first class to show off their opinions and the second to remain silent has created a spiral, progressively asserting that one belief prevails. Nevertheless, the spiral of silence does not apply to every question. Coincide to Noelle Neumann (1993), at most issues related to morality may produce unseen compulsion that causes individuals to repress. Basic supposition of this thesis is that individuals are afraid of being excluded by their social circle (Noelle-Neumann, 1974 & 1993). This societal force will appear as little as in matters of morality. Along with that, the media plays an important role because people are self- motivated to judge their own abilities. 206 W. Lee et al. atmosphere of opinion around, i.e. whether they are losers or winners.

Cultural Differences: Independence/Interdependence

In spite of the fact the study of spiral of silence has been done in a variety of cultural contexts, in various states around the globe (cf. Willnat, 1996; Glynn & Park, 1997;

Salmon & Neuwirth, 1990; Shamir, 1995; Scheufele, 1999; Tokinoya, 1996; Neuwirth, 2000), the detections have been incompatible. As analyst attempts to alter and upgrade the thesis, they supplemented a variety of different constituents. Nevertheless, cross culturalism have been neglected at great level. Profoundly, it's because of unpredictability in approach and dearth of quality computation which authorize cross cultural collation. Thus far, ethnically restricted instruction of transmission are considered solid forecasters of public choice to show off their opinions on public platforms (Scheufele & Moy, 2000). Example gracias, in western states like US, individuals who express their opinions are considered as proficient, affectionate and brilliant (McCroskey & Richmond, 1998). Although, in societies where expression of emotions and abusive admonish breach social norms, forthright can be considered as contradictory. For that reason, inclination or disinclination to show off ones emotions, choices and thoughts on public platforms stretch from society to society and is dependent on the behavioral practice inside the frame of social norms. Essentially, the notion of self-reliance and communization are noteworthy for the spiral of silence theory. Communization of cultures bend to highlight the attentiveness of the social groups over the solitary (Gudykunst & Matsumoto, 1996; Gudykunst et al., 1996; Hasegawa & Gudykunst, 1998; Triandis, 1989; Gudykunst, 1998). Nonetheless, solo cultures play vice versa. Although affirmation exists that independence and interdependence both are discrete proportions (Gudykunst et al., 1996) that's people may have both characters while one can be dominant.

Fear of Isolation:

As alluded to untimely, fright of being shut out and spurn by social circle provoke one to look into their society for substantiation of people choice so that they could go parallel to the winning fraction or view of majority of public. This sounds that fear of loneliness and being loathe or repudiate would be more distinguished in communist cultures since interconnected people tend to consider themselves in batches. Since fright of being alone is the

main booster for spiral of silence application and practices, various researches targeted its presence and scholars did efforts to test it. Although current studies pointed out the lack of conceptual strength (Scheufele, 1999; Glynn & Park, 1997; Neuwirth, 2000), still fear of being cut from society lack of exact definition in words. W. Lee et al.; Scheufele (1999) attempted to define this term, yet his work did not go with Noelle-Neumann's original definition of societal separation. Meanwhile, Neuwirth (2000), put together the fright of being alone in society and fear of expression of emotions in words. Both of them are two distinct terminologies and couldn't put altogether.

Theoretical frame

The theoretical framework is the structure that can hold or support theory of a research study. The theoretical framework introduces and describes the theory which explains why the research problem under study exists.

Spiral of silence:

The silent spiral, in the study of human communication patterns and public choice, theorizes that individuals are agreed to show off their emotional expression to public on controversial topics. Spiral of silence, in the study of human message and choice of majority in society, the theory that people are willing to show off their likes or dislikes on argumentative issues of public interest impacted by their major insensible sagaciousness of opinions that are well known or unrecognized. More explicitly, the discrimination that the choice is untrendy tends to inhibit or prevent expression of that opinion, while the discrimination that it is favored tends to have the effect which are vice versa. Evolved by Elisabeth Noelle-Neumann, a German media and survey researcher in the 1960s and 1970s, the silent vortex theory attempts to more wide describe the formation of collective opinions and social decision-making regarding controversial or ethical issues. Bilk's problems are influenced by their largely unconscious perception of whether these views are popular or unpopular. More specifically, the perception that an opinion is unpopular tends to inhibit or prevent expression of that opinion, while the perception that it is

avored tends to have the opposite effect. Developed by Elisabeth Noelle-Neumann, a German survey and communication researcher in the 1960s and 1970s, silent spiral theory attempts to describe more broadly the formation of collective opinion and decision making social decisions regarding controversial or ethical issues.

Quantitative analysis:

Statistics

social media account

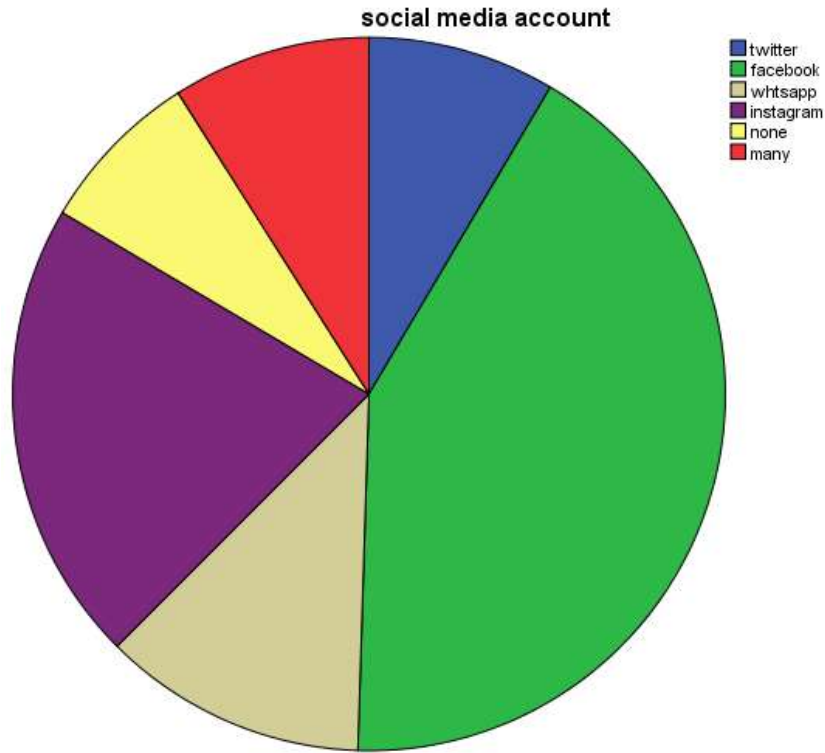
N	Valid	200
	Missing	0
Mean		3.04
Std. Error of Mean		.102
Median		2.00
Mode		2
Std. Deviation		1.445

social media account

	Frequency	Percent	Valid Percent	Cumulative Percent
twitter	17	8.5	8.5	8.5
facebook	84	42.0	42.0	50.5
whatsapp	24	12.0	12.0	62.5
instagram	42	21.0	21.0	83.5
none	15	7.5	7.5	91.0
Many	18	9.0	9.0	100.0
Total	200	100.0	100.0	

Facebook is the most popular social media app. Monthly active users put the figure of 2.9 billion Facebook consumers. Here people learn about social issues and spend valuable time interacting with people living far away in the world. The data collected from the users of the social network shows in the figures presented above that Facebook is the most known and widely used application. According to the respondents, 8.5 % of them use twitter, 12% are addict of whatsapp keeping their contacts confined to their close ones, 21 % of them use instagram, and 7.5 % of the respondents avoid using social media for

news or other activities while highest % age of social media users is 42 that's for Facebook.



Qualitative analysis

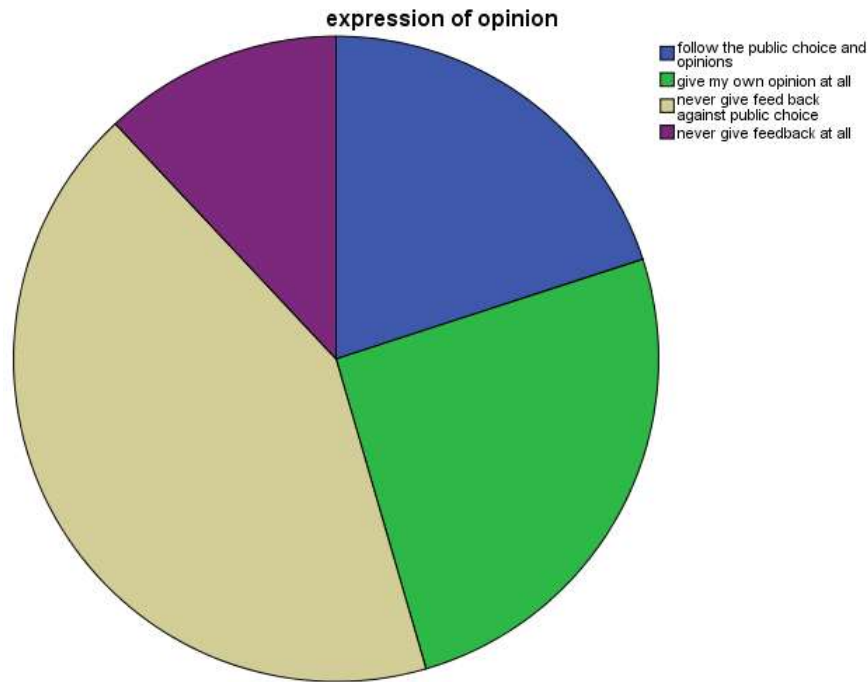
Statistics

expression of opinion

Valid	200
Missing	0
Mean	2.47
Std. Error of Mean	.067
Median	3.00
Mode	3
Std. Deviation	.945

expression of opinion

	Frequency	Percent	Valid Percent	Cumulative Percent
follow the public choice and opinions	40	20.0	20.0	20.0
give my own opinion at all	51	25.5	25.5	45.5
never give feedback against public choice	85	42.5	42.5	88.0
never give feedback at all	24	12.0	12.0	100.0
Total	200	100.0	100.0	



Opinion means expressing a deep like, dislike, or sometimes hatred, or appreciation for ideas, suggestions, or other content shared by people on social media platforms. This is expressed using the identity that a person has designed for his social image. Data collected from respondents who have used social media shows that 20% of social media consumers do not have their own opinion. They go with the flow like dead fish and follow the public's choice by following trends and fashions. 25.5% of respondents give their own opinion without worrying

about trends, fashion and public choice. They comment and give opinions according to their choice.

12% of people never give feedback. These people scour and troll news sites just learn about trends, fads, and happenings in society. They take the time but never engage to share their thoughts. 42.5% of respondents did not comment against the public's choice. They are pressured by the crowd's choice and remain silent instead of offering different choices or responses. These people lose confidence because of the fear of being alone.

Conclusion:

Facebook is the most popular social media app. Monthly active users put the figure of 2.9 billion Facebook consumers. Here people learn about social issues and spend valuable time interacting with people living far away in the world. The data collected from the users of the social network shows in the figures presented above that Facebook is the most known and widely used application. According to the respondents, 8.5 % of them use twitter, 12% are addict of whatsapp keeping their contacts confined to their close ones, 21 % of them use instagram, and 7.5 % of the respondents avoid using social media for news or other activities while highest % age of social media users is 42 that's for Facebook.

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pressured by the crowd's choice and remain silent instead of offering different choices or responses. These people lose confidence because of the fear of being alone.

Quantitative analysis is done to know the choice of social media platforms to establish worldwide social connections. Today, all age groups are indispensable consumers of mobile devices as well as social media applications. Many of them use multiple identities on the same social media platform. This is a modern communication model for sharing thoughts, ideas, creative content and a platform for exchanging global cultural values. Consumers share their likes, dislikes, political choices, and learn a lot from each other. The majority of social media consumers use the Facebook app as a global source of communication and information. By performing a qualitative analysis of the data, we discovered that people in this modern age are not even sure about formulating their own views on the public's choice. Most of the forces have become emotionless and have no reaction to the social networking community. They are not always silent, but in some cases, when they feel they are the chosen minority, they sink into a whirlpool of silence due to lack of confidence. Our results show that they don't necessarily express their feelings, their choices, or don't use comments to express themselves. Their lack of confidence shielded them from shells, keeping their mouths shut. The cycle of silence can also affect someone out of fear of losing someone or leaving a particular job

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